**CURRICULUM VITAE**

**POONAM RANA**

#1320, PEER BABA ROAD

PHASE-III, SAINI VIHAR

BALTANA, ZIRAKPUR

DISTT. - MOHALI, PUNJAB.

(INDIA)

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**PROFESSIONAL SUMMARY**

A versatile HubSpot certified content writer with 6 years’ experience in the digital world. Proficient to deliver well-researched content that is capable to generate leads, increase conversions, and traffic. Looking for a fast-paced position with the opportunity for career growth.

**EDUCATIONAL QUALIFICATION**

* Masters in Mass Communication from Kurukshetra University. (2011-2012)
* Post-graduation in Mass Communication from Punjab University. (2010-2011)
* Bachelor’s in Arts from Punjab University. (2007-2010)
* 12th (CBSE Board) from Govt.Model Sr.Sec.School, Sec-21.Chandigarh in Arts. (2007)
* 10th (CBSE Board) from Army Public School, Dhaulakuan, Delhi. (2005)

**KEY SKILLS**

* Proficient in both verbal and written communication
* Keen Learner
* Hardworking
* Ability to work in a team
* Enthusiastic and passionate

**WORK EXPERIENCE**

* **Worked with Bliss IT**, Sec-5, MDC Panchkula, which is now in IT Park- as a content writer for 9 months (jan’15- oct’15). My role was to write articles and blogs based on technology, bodybuilding supplements, and education as well.
* **Worked with Wensil I Technology**, Industrial area, Chandigarh for 3 months (oct’15-Dec’15). Here I dealt with projects related to maternity, fashion, traveling, and technology-based.
* **KVR Webtech**, sec-5, Panchkula, as a creative writer for 1 year 11 months (Jan’16-Dec’18). Where I am assigned to deliver 100% quality content based on project requirements. I write 5-6 articles per day. Word limit and quantity of content vary according to the project’s demand.
* **Net Solutions**, Plot no. 15, IT Park, Chandigarh for 2 years 2 months (Mar’18- May’20). I worked closely with the SEO team and experts to deliver thought-leadership content enriched with keywords. Expertise in writing content for both B2B and B2C clients. The type of content I worked upon are blogs, social media, web content, guest posts, eBook, case studies.
* **Bursys, Sector**-5, Panchkula, as a content writer (June’20- till now). Where I was assigned to deliver website content, blogs and articles related to service providing industries.

**WORK REFERENCES**

Here are links to some of my write-ups that performed well since the time I wrote (2018), and still performing well & generating leads, traffic even after me:

<https://www.netsolutions.com/insights/top-10-successful-food-delivery-apps-in-the-world/>

<https://www.netsolutions.com/insights/top-10-most-popular-apps-2018/>

<https://www.netsolutions.com/insights/how-to-build-an-mvp-minimum-viable-product-a-step-by-step-guide/>

<https://www.netsolutions.com/insights/shoppable-videos-the-untapped-gold-mine-in-ecommerce-retail/>

**Note:** You might find the latest date on the blogs as they keep on rehashing the blog by updating stats. & facts. Also, you can check the website: <https://www.bursys.com/>. The landing page, service pages, and industry pages' content are done by me including few blogs and case studies.

**EXTRA CURRICULAR ACTIVITIES**

* Participated actively in Youth Festivals in colleges.
* Participated actively in seminars and group discussions.

**HOBBIES**

* Reading
* Writing
* Singing
* Dancing
* Hanging out with friends and family

**PERSONAL PROFILE:**

Name : Poonam Rana

Father name : Retd. Sub/Maj. J.S.Rana

Mother name : Usha Rana

Nationality : Indian

Date of birth : 23rd Nov, 1988

Languages : English, Hindi, Punjabi.

Place : Chandigarh.

**DECLARATION:**

I hereby declare that the above-mentioned information is correct and true as per my knowledge.

(Signature)

Poonam Rana